



City of Alameda California

AGENDA

SPECIAL MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, MAY 3, 2012
6:00 p.m.

(Doors open by 5:45 p.m.)

**CONFERENCE ROOM 201
ALAMEDA CITY HALL WEST
950 WEST MALL SQUARE**

Anyone wishing to speak on any item on the agenda or business brought up by Committee Members or a member of the public may do so when the subject is brought up for discussion. (Please file a speaker's slip.)

If you wish to address the Committee, please file a speaker's slip with the Secretary.

- **Upon recognition by the Chair, approach the rostrum and state your name and address. Speakers are limited to five (5) minutes per item.**
- **Lengthy testimony should be submitted in writing and only a summary of pertinent points presented verbally.**

1. CALL TO ORDER AND ROLL CALL
2. ORAL COMMUNICATIONS - PUBLIC
3. MINUTES
 - 3.a. Minutes of the Meeting of March 1, 2012.
4. CONSENT CALENDAR

(None)

5. UNFINISHED BUSINESS

- 5.a. Discussion of future venues and schedule for Speakers Bureau.

6. NEW BUSINESS

- 6.a. Alameda Community Sailing Center

7. SUB-COMMITTEE REPORTS

- 7.a. Promotions
7.b. Events
7.c. Development
7.d. Housing
7.e. Dry Transportation
7.f. Wet Transportation
7.g. Syndicates

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

10. ORAL COMMUNICATIONS - PUBLIC

11. ADJOURNMENT

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*Sign language interpreters will be available upon request. Please contact Eric Fonstein, City of Alameda Economic Development Division, at 747-6895 or 522-7538 (TDD number) at least 72 hours before the meeting to request an interpreter. Accessible seating for persons with disabilities (including those using wheelchairs) is available. Minutes of the meeting are available in enlarged print. Audiotapes of the meeting are available upon request.

Please contact Eric Fonstein, at 747-6895 or 522-7538 (TDD number) at least 48 hours before the meeting to request agenda materials in an alternative format, or any other reasonable accommodation that may be necessary to participate in and enjoy the benefits of the meeting.

Documents related to this agenda are available for public inspection and copying at the Economic Development Division, Room 120, Alameda City Hall during normal business hours.

KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE. Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City of Alameda exist to conduct the citizen of Alameda's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION: the address is 2263 Santa Clara Avenue, Room 380, Alameda, CA, 94501; phone number is 510-747-4800; fax number is 510-865-4048, e-mail address is lweisige@ci.alameda.ca.us; and contact is Lara Weisiger, City Clerk.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City accommodate these individuals.

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, MARCH 1, 2012
6:00 PM

1. CALL TO ORDER AND ROLL CALL

Called to order at 6:06 p.m.

Present: Christopher Seiwald, Jack Boeger, John Platt, Kame Richards,
Dave Bloch, Kathie Woulfe, David Lee, Leslie Cameron

Absent: David Forbes, Jim Oddie, Brad Shook, Deborah Wright

Staff: Lori Taylor, Eric Fonstein

Public: Lisa Mullikin, Bill Shamek, Bob Naber.

2. ORAL COMMUNICATIONS – PUBLIC

No public communications.

3. MINUTES

3.a. Minutes of the Meeting of February 2, 2012.

Minutes approved.

4. CONSENT CALENDAR
(None)

5. UNFINISHED BUSINESS

5.a. Discussion of future venues and schedule for Speakers Bureau.

Mr. Bloch—reported on the presentation to the Greater Alameda Business Association (GABA) on February 23, 2012 at Tuckers Ice Cream. Approximately 40 people attended. The next presentation is to the Harbor Bay Realtors on Wednesday, March 14.

Mr. Lee—said that GABA members were asked to participate, stressing that local businesses need to register on the America's Cup business portal.

Ms. Cameron—suggested that the presentation be accompanied with a handout of the web addresses.

Mr. Seiwald—said that people should make suggestions after presentations for committee members to follow up; it might be helpful to present the grid of all ideas that committee has considered.

Mr. Fonstein—mentioned that a question was raised about the ability of charter boats to use the WETA terminals.

Mr. Seiwald—asked if there are often places for charter boats to operate besides the ferry terminals. Mr. Platt volunteered to research what is available and to catalogue the capacity. This information will be posted on the website.

Ms. Taylor—added that there is a liability concern with who can dock at public facilities.

6. NEW BUSINESS

(None)

7. SUB-COMMITTEE REPORTS

7.a. Promotions

Mr. Boeger—is continuing with the website development, <http://alamedawaterfront.com/>. He and Mr. Seiwald will meet later this month to review recent changes.

Mr. Bloch—said he received notice that a person, outside of the Bay Area, with 48 foot yacht searching for a local slip. Mr. Bloch said that requests like this will likely increase as AC34 approaches and the Committee may want to facilitate connections with the local marinas.

Mr. Seiwald—suggested that the topic (guess slips and sublet slip availability) be delegated to the wet transport subcommittee. As new issues arise, they should be forwarded and assign to the appropriate subcommittee for consideration. Eventually the issue will be addressed and answered on website so local businesses and residents can take the initiative and self-help.

7.b. Events

Ms. Woulfe—related that Ms. Wright had spoken with the Chamber of Commerce—which has assumed responsibility for organizing the

Webster Street Jam Festival, in September—about possibly getting a booth. Ms. Woulfe also mentioned that the Mayor would like AC to be the theme for the Fourth of July parade.

Mr. Seiwald—asked if it should be the theme for 2012 or 2013.

Mr. Platt—added that July 4, 2013 is scheduled to be the big kick off day for the AC.

7.c. Development

No report.

7.d. Housing

Mr. Lee—presented an “Adopt-A-Team” idea to encourage community involvement, something along the lines of sister cities. He suggested inviting all competitors to a reception in Alameda. This may tie in with youth sailing programs, by exposing youth to some of the greatest sailors in the world.

Ms. Taylor—said that the City may not want to pick one country but arrange events for all of the competitors.

Mr. Seiwald—noted that if a syndicate decides to locate here, then it may be a different situation for adopting a team.

Ms. Taylor—suggested that local realtors channel temporary housing availability through *alamedawaterfront.com* website.

Mr. Boeger—noted that currently there is no place on the website to accommodate this; the best option may be to have links to local realtors.

Mr. Bloch—suggested that the realtors should collaborate together to organize this.

7.e. Dry Transportation

No report.

7.f. Wet Transportation

No report.

7.g. Syndicates

No report.

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

Mr. Bloch—mentioned the “Cup Chat” event scheduled for March 16th at Encinal Yacht Club.

Committee decided to postpone the next meeting from April 5 to April 12 due to the school district's spring break.

10. ORAL COMMUNICATIONS – PUBLIC

(None)

11. ADJOURNMENT

Adjourned at 7:21 p.m.